

KENV-TV
QUARTERLY REPORT
THIRD QUARTER 2007

July 9, 2007 - September 30, 2007

RUBY MOUNTAIN BROADCASTING COMPANY, LICENSEE OF KENV-TV, CHANNEL 10, SERVING ELKO, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT IS AS FOLLOWS:

1. **GROWTH AND POPULATION:**

Growth and population is still the biggest topic of those people we surveyed. Northern Nevada continues to explode in both retail and residential sectors. **Control of Growth** is controversial among Northern Nevada residents. New **business** creates more **jobs**, which attracts more people to the area, creating a need for more housing and **construction**. All of this puts a strain on the water supply causing more and more **restrictions of water use**. An increase of vehicles on the streets and highways causes more and more **traffic congestion**. Because of all these factors, many Northern Nevadans worry about **uncontrolled growth** in the area.

2. **ENVIRONMENTAL ISSUES:**

This has become a big issue in the eyes of Northern Nevadans perhaps because of concerns from our **growth and population**. Those surveyed are most concerned by **water and air quality**. **Water quality** issues in Northern Nevada include concerns about **drinking water** (from time to time there are "boil water" orders in various communities); a leukemia cluster among Fallon children has become a national issue which is tied in with possible impurities in the drinking water. Water for **recreational** use includes lakes, springs and rivers which are affected by increasing use by more people moving to the area as well as tourists. **Air quality** concerns mount as the number of vehicles in the area increase with the rapid expansion of **population**.

3. TOURISM AND ECONOMY:

Viewers continue to want to be updated on both Northern Nevada tourism which largely fuels the region's economy. The **Reno Downtown Trench** which will move the train tracks away from regular traffic in the downtown area to help clean up the area and make the area easier for tourists to get around in is causing traffic, parking and mobility problems during construction. The Chamber of Commerce of Northern Nevada communities as well as many merchants and residents are active in trying to bring new **business** to the area, creating jobs and infusing the economy with tourist dollars. At the same time, some legislators are attempting to pass **state taxes** for businesses, which may curtail business growth and cause some businesses to leave the state.

5. CRIME AND VIOLENCE:

An old holdover, this issue is still a concern especially with our growing population in northern Nevada. **Violent crime** has escalated in Northern Nevada communities. Residents fear for their safety in public places and at home. Parents, teachers, teens and children worry about increasing gang membership and violence on the streets, to and from school and at school itself.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY RUBY MOUNTAIN BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF **JULY 9 - 15, 2007, AUGUST 13 - 19, 2007 AND SEPTEMBER 24 - 30, 2007**

STORIES APPEARING ON TODAY SHOW CUT-INS AT 7:25 A.M. AND 8:25 A.M., NEWS 4 AT NOON, NEWS 4 TODAY AT FIVE-THIRTY A.M., NEWS 4 AT FIVE P.M., NEWS 4 AT SIX P.M. NEWS 4 AT 11:00 P.M. AND NEWS 4 AT 5:00 P.M., 6:00 P.M. AND 11:00 P.M. ON WEEKENDS ARE APPROXIMATELY OF 30 SECOND DURATION (:00:30) - 3 MINUTES DURATION (:03:00).

THE COMMUNITY UPDATES ARE AIRED FOUR TO FIVE TIMES EVERY DAY AND ARE 30 SECONDS (:00:30) AND 60 SECONDS (:01:00) IN DURATION.

PUBLIC AFFAIRS PROGRAMS SUCH AS "**LIFELONG LEARNING**" ARE LOCALLY PRODUCED. "LIFELONG LEARNING" ADDRESSES INNOVATIONS IN THE TEACHING PROFESSION AND HIGHLIGHTS TEACHING AND LEARNING APPLICATIONS IN THE COMMUNITY WITH UNR AS THE PRIMARY TEACHING INSTITUTION BEING FEATURED.

AS A COMMUNITY SERVICE, KRNV HAS SEVERAL CONTINUING STORIES OF INTEREST TO RESIDENTS. **THE JEFFERSON AWARDS** INCLUDE PROMOTIONAL ANNOUNCEMENTS ASKING THE PEOPLE TO NOMINATE WHAT THEY FEEL IS AN UNSUNG HERO IN THE COMMUNITY DESERVING OF AN AWARD AND RECOGNITION. THE STATION FOLLOWS THROUGH WITH THE CHOOSING OF THE MONTH'S JEFFERSON AWARD RECIPIENT AND PROFILES THAT PERSON'S GOOD DEEDS DURING THE AWARD BROADCAST.

EXCELLENCE IN EDUCATION ALLOWS TEENS, CHILDREN AND PARENTS TO BECOME INVOLVED IN HONORING A LOCAL TEACHER WHO HAS GONE ABOVE AND BEYOND. THAT TEACHER IS PRESENTED WITH AN AWARD AT A SPECIAL ASSEMBLY AT HIS/HER SCHOOL AND IS PROFILED ON A FOLLOW-UP NEWS STORY ON KRNV.

CLASS ACT ALLOWS STUDENTS TO CHOOSE ONE OF THEIR OWN CLASSMATES TO HONOR WHO HAS GONE OUT OF HIS WAY TO HELP OTHERS. A SPECIAL PRESENTATION ASSEMBLY IS HELD WHICH DETAILS THE MANY THINGS THAT MAKES THIS STUDENT OUTSTANDING, AND HIGHLIGHTS FROM THE PRESENTATION ARE AIRED ON KRNV.

ATHLETE OF THE WEEK HONORS STUDENTS WHO HAVE BEEN CHOSEN FOR THEIR EXCELLENCE IN ATHLETICS, AND ARE PRESENTED WITH AN AWARD ON KRNV FOR THEIR ACHIEVEMENTS.

MAKE A WISH MONDAY PROFILES THE WISHES OF LOCAL CHILDREN BATTLING LIFE-THREATENING DISEASES.

WEDNESDAY'S CHILD. EACH MONTH WE PROFILE SPECIAL NEEDS CHILDREN FOR ADOPTION. THE PROGRAM HAS BROUGHT INCREASED SUCCESS RATES TO LOCAL ADOPTION AGENCIES.

CRIMEBEAT, WHICH AIRS WEDNESDAY AND SUNDAY ON NEWS 4 AT 11. NEWS 4 IN PARTNERSHIP WITH THE NEVADA DIVISION OF PAROLE AND PROBATION PROFILES ABSCONDERS, GIVING VIEWERS THE OPPORTUNITY TO CALL IN TIPS ABOUT THEIR WHEREABOUTS. DURING THE FIRST YEAR OF THIS PROGRAM WE ACHIEVED A 60% CAPTURE SUCCESS RATE, WHICH IS DOUBLE THE NATIONAL AVERAGE.

ADDITIONALLY, KENV IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK WHICH INCLUDES PROGRAMS THAT RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KENV-TV
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
THIRD QUARTER 2007

1. DRUGS:

The topic of **Drugs** takes over as the top surveyed subject on young people's minds. The problem of illegal drug use goes hand in hand with the problem of **Peer Pressure**. The use of these drugs often accompanies gang activity and crimes committed to get the money to buy the drugs. Parents, teens and children are concerned about the traffic in drugs and what effect their usage has on young people in regard to schoolwork, health and drifting into crime and gangs.

2. PEER PRESSURE:

Peer Pressure remains on kids' minds as a big issue, though no longer the top issue. A number of kids surveyed singled out stress as a significant problem, as today's kids are asked to grow up faster than previous generations and make more serious decisions. Many teens and children feel that **Peer Pressure** is what forces them to do things they know they shouldn't do, such as stealing and belonging to gangs.

GROWTH AND POPULATION

TITLE: News 4 @ 600 p.m.

TYPE: News

DATE OF BROADCAST: July 9, 2007

DESCRIPTION: A recent EDawn report showed business is booming in the Reno-Tahoe area; 18 new companies moved to the area to create 1657 new jobs.

TITLE: News 4 Today
News 4 @ 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 25, 2007

DESCRIPTION: Sparks Master Plan: Sparks residents offer input of the city officials to consider concerning future commercial and resident

TITLE: News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 27, 2007

DESCRIPTION: Immigration Raids: Wrap up on the immigration raids conducted earlier in the day including a written statement from the business owner involved.

GROWTH AND POPULATION (Continued)

TITLE: News 4 Today
News 4 Today Show Cut-In
News 4 at Noon

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: I.C.E. Raid: The Federal Government raids a number of local businesses making 56 arrests for identity theft and immigration violations.

TITLE: News 4 at 5:00 p.m.
News 4 at 6:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: Freeway Patrol: The Nevada Department of Transportation's Freeway Patrol is expanded to meet the increased demands of the growth in the Truckee Meadows.

GROWTH AND POPULATION (Continued)

TITLE: News 4 at Noon
News 4 at 5:00 p.m.
News 4 at 6:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: Immigration Bust: Report on the ongoing immigration raids at 13 local businesses at resulted in 56 arrests.

TITLE: News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: I.C.E. Kids: Explored what could happen to the children of the suspected illegal immigrants, especially if the children were born in the United States.

GROWTH AND POPULATION (Continued)

TITLE: News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: I.C.E. Ripple Effect: The ramifications on the community that could occur as a result of the immigration raids that were carried out yesterday.

ENVIRONMENTAL ISSUES

TITLE: News 4 Today
News 4 at 11:00p.m.

TYPE: News

DATE OF BROADCAST: July 12, 2007

DESCRIPTION: Recent rains in Lake Tahoe had some people worried about what will happen to ash left behind by houses burned in the Angora fire.

TITLE: News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 14, 2007

DESCRIPTION: In the aftermath of the Angora fire, authorities are now working with forest officials to figure out how to prevent future forest fires.

TITLE: News 4 Today
News 4 at Noon
News 4 at 5:00
News 4 at 6:00
News 4 at 11:00

TYPE: News

DATE OF BROADCAST: August 13, 2007

DESCRIPTION: Fire officials believe that the Angora fire is a direct cause for the increase in bear sightings in Lake Tahoe, because the fire destroyed their vegetation and prime food sources.

ENVIRONMENTAL ISSUES (Continued)

TITLE: News 4 Today
Today Show Cut-in
News 4 at Noon
News 4 at 5:00
News 4 at 6:00
News 4 at 11:00

TYPE: News

DATE OF BROADCAST: August 16, 2007

DESCRIPTION: Tahoe Forum: Former President Clinton and Vice President Gore return to Lake Tahoe 10 years after their historic summit on the fragile lake environment.

TITLE: News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: August 18, 2007

DESCRIPTION: Sunnyside Fire: Four HOMES ARE BURNED AT West Lake Tahoe after an explosion at one home. The fire burns through trees and foliage in the area.

TITLE: News 4 at 5:00 p.m.
News 4 at 6:00 p.m.

TYPE: News

DATE OF BROADCAST: August 18, 2007

DESCRIPTION: Green Summit: The summit held to make the public aware of environmentally friendly businesses in the area.

ENVIRONMENTAL ISSUES (Continued)

TITLE: News 4 Today
News 4 Today Show Cut-In
News 4 at Noon
News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 25, 2007

DESCRIPTION: Poisoning Pike: California wildlife officials are poisoning Lake Davis in an attempt to eradicate the Northern Pike population that threatens the areas fragile fishery.

TITLE: News 4 Today
News 4 Today Show Cut-In
News 4 at Noon
News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 26, 2007

DESCRIPTION: Soil Fumes: A pesticide sprayed on farmland in Lyon County sends 125 workers to the hospital after inhaling it.

TOURISM AND ECONOMY

TITLE: News 4 at Noon

TYPE: News

DATE OF BROADCAST: July 9, 2007

DESCRIPTION: A recent EDAWN report showed that business is booming in the Reno-Tahoe area; 18 new companies moved to the area to create 1657 new jobs.

TITLE: News 4 at Noon

TYPE: News

DATE OF BROADCAST: July 11, 2007

DESCRIPTION: A former star of the TV show "The Beverly Hillbillies" continued his quest to build a casino in Douglas County.

TITLE: News 4 @ Noon

TYPE: News

DATE OF BROADCAST: July 13, 2007

DESCRIPTION: The State Gaming Control Board released the gaming revenues for the month of May; casinos in Elko and Stateline were big winners.

TOURISM & ECONOMY (Continued)...

TITLE: News 4 Today
Today Show Cut-In
News 4 at Noon
News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: August 13, 2007

DESCRIPTION: Officials with Hot August Nights, along with several Downtown Reno business owners were upset because cancelled events lead to a loss of income for Reno businesses.

TITLE: News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 24, 2007

DESCRIPTION: Ski Passes: Report on the slow progress of preseason ski pass sales. Due to the dry conditions last year, many are not buying this year.

TOURISM & ECONOMY (Continued)...

TITLE: News 4 Today
News 4 Today Show Cut-In
News 4 at Noon
News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 25, 2007

DESCRIPTION: Poisoning Pike: California wildlife officials are poisoning Lake Davis in an attempt to eradicate the Northern Pike population that threatens the areas fragile fishery.

TITLE: News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: I.C.E. Kids: Explored what could happen to the children of the suspected illegal immigrants, especially if the children were born in the United States.

TOURISM & ECONOMY (Continued)...

TITLE: News 4 at 5:00 p.m.
News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: I.C.E. Ripple Effect: The ramifications on the community that could occur as a result of the immigration raids that were carried out yesterday.

TITLE: News 4 Today

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: Von Sanchez gives tips to viewers to try and offset the financial effects of the volatile stock market and recoil high foreclosure rate.

TOURISM & ECONOMY (Continued)...

TITLE: News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: Baseball: The Washoe County Commission has given final approval to the ownership group bringing in a Triple-A Baseball team to Reno.

CRIME AND VIOLENCE

TITLE: News 4 Today
News 4 @5:00 p.m.
News 4 @6:00 p.m.

TYPE: News

DATE OF BROADCAST: July 9, 2007

DESCRIPTION: The former athletic director at Yerington High School was charged with sexual misconduct with a student.

TITLE: News 4 Today
Today Show Cut-In
News 4 @ 11:00pm

TYPE: News

DATE OF BROADCAST: July 9, 2007

DESCRIPTION: Convicted killer, Chaz Higgs, and his lawyer are calling for a new trial.

TITLE: News 4 Today
Today Show Cut-In
News 4 @ 5:00 p.m.
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 9, 2007

DESCRIPTION: Sparks Police investigated an officer involved shooting, in which an RPD officer shot a robbery suspect.

CRIME & VIOLENCE (Continued)...

TITLE: News 4 @6:00 p.m.

TYPE: News

DATE OF BROADCAST: July 10, 2007

DESCRIPTION: Bail was set for a man accused of opening fire inside a Las Vegas casino.

TITLE: News 4 @ 6:00 p.m.
News 4@11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 10, 2007

DESCRIPTION: Authorities continued to investigate an officer-involved shooting in which an RPD officer shot and injured a robbery suspect.

TITLE: News 4 Today
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 10, 2007

DESCRIPTION: Police in Dallas arrested a man accused of stealing a number of items from homes in the Reno area.

TITLE: News 4 at Noon

TYPE: News

DATE OF BROADCAST: July 11, 2007

DESCRIPTION: Reno Police investigated a robbery of a REMSA ambulance, in which \$40,000 worth of medical equipment was stolen.

CRIME & VIOLENCE (Continued)...

TITLE: News 4 Today
Today Show Cut-In
News 4 at Noon
News 4 @5:00 p.m.
News 4 @6:00 p.m.
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 11, 2007

DESCRIPTION: Lawyers for accused killer, Darren Mack, asked that all charges against Mack be dropped.

TITLE: News 4 Today
News 4 @ 5:00 p.m.

TYPE: News

DATE OF BROADCAST: July 11, 2007

DESCRIPTION: A Reno woman was arrested after police said she tried to hire someone to kill her ex-boyfriend.

TITLE: News 4 Today
News 4 @6:00
News 4 @11:00

TYPE: News

DATE OF BROADCAST: July 11, 2007

DESCRIPTION: Reno Police detectives investigated an incident in which a group of men scammed an elderly man out of his life savings.

CRIME & VIOLENCE (Continued)...

TITLE: News 4 Today
News 4 at Noon
News 4 @6:00 p.m.
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 12, 2007

DESCRIPTION: A man accused of murdering a Reno singer entered a no contest plea for the crime.

TITLE: News 4 at Noon
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 13, 2007

DESCRIPTION: Police are asking for the public's help in identifying anyone involved in a 2006 attempted homicide.

TITLE: News 4 @6:00 p.m.

TYPE: News

DATE OF BROADCAST: July 13, 2007

DESCRIPTION: A woman was driving drunk when she slammed her car into a pizza restaurant in Carson City.

TITLE: News 4 @ 5:00 p.m.
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: July 13, 2007

DESCRIPTION: Nevada Corrections officials arrested an inmate who who escaped from a Northern Nevada Correctional Facility.

CRIME & VIOLENCE (Continued)...

TITLE: News 4 @ 5:00
News 4 @ 6:00
News 4 @ 11:00

TYPE: News

DATE OF BROADCAST: July 15, 2007

DESCRIPTION: A trial for a Fallon man accused of shooting and killing another man was expected to start this week.

TITLE: News 4 @ Noon
News 4 @ 5:00 p.m.
News 4 @ 6:00 p.m.

TYPE: News

DATE OF BROADCAST: August 13, 2007

DESCRIPTION: A standoff in Lassen County ended peacefully, after police negotiated for 11 hours with a man barricaded inside his home.

TITLE: News 4 Today

TYPE: News

DATE OF BROADCAST: August 13, 2007

DESCRIPTION: A gunman opened fire in a church in Missouri, killing three people and injuring six others.

TITLE: News 4 @ 6:00 p.m.

TYPE: News

DATE OF BROADCAST: August 14, 2007

DESCRIPTION: A Reno woman is behind bars after being arrested for drug dealing.

CRIME & VIOLENCE (Continued)...

TITLE: News @ 5:00 p.m.
TYPE: News
DATE OF BROADCAST: August 14, 2007
DESCRIPTION: A Tennessee woman convicted in the shooting death of her husband was released from prison.

TITLE: News 4 at Noon
News 4 @ 5:00 p.m.
News 4 @ 6:00 p.m.
News 4 @ 11:00 p.m.
TYPE: News
DATE OF BROADCAST: August 14, 2007
DESCRIPTION: An Elko County Sheriff's Deputy was arrested by her husband on suspicion of drunk driving.

TITLE: News 4 Today
News 4 at Noon
TYPE: News
DATE OF BROADCAST: August 14, 2007
DESCRIPTION: One man was arrested for allegedly stabbing another man in Downtown Reno.

CRIME & VIOLENCE (Continued)...

TITLE: News 4 Today
News 4 @5:00 p.m.
News 4 @6:00 p.m.
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 25

DESCRIPTION: Homeless Beating: The fear running through the area's homeless after a homeless man is beaten to death allegedly by a pair of teenagers.

TITLE: News 4 Today
Today Show Cut-In
News 4 at Noon
News 4 @5:00 p.m.
News 4 @6:00 p.m.
News 4 @11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 27, 2007

DESCRIPTION: Darren Mack Motions: The defense attorneys for Darren Mack attempt to get a change of venue- It was refused.

CRIME & VIOLENCE (Continued)...

TITLE: News 4 at Noon
News 4 at 5:00 p.m.
News 4 at 6:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: Immigration Bust: Report on the ongoing immigration raids at 13 local businesses at resulted in 56 arrests.

TITLE: News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 27, 2007

DESCRIPTION: Immigration Raids: Wrap up on the immigration raids conducted earlier in the day including a written statement from the business owner involved.

CRIME & VIOLENCE (Continued)...

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News 4 at 6:00 p.m.
News 4 at 11:00 p.m.

TYPE: News

DATE OF BROADCAST: September 28, 2007

DESCRIPTION: I.C.E. Ripple Effect: The ramifications on the community that could occur as a result of the immigration raids that were carried out yesterday.

CHILDREN'S ISSUES
PEER PRESSURE

TITLE: None

TYPE: News

DATE OF BROADCAST:

DESCRIPTION:

CHILDREN'S ISSUES
DRUGS

TITLE: News 4 @ 11:00 P.M.

TYPE: News

DATE OF BROADCAST: April 12, & 13, 2007

DESCRIPTION: The Children's Cabinet held an anti-meth workshop
as part of Child Abuse Prevention month.
